

ABOUT PLAYS AND PLAYERS BIDE DUDLEY

The side seat has ever been the base of the theatre box office man's existence. Five persons out of ten, when buying tickets, will ask for side seats and two of the five will want to sit right in front of them. Charles Hopkins, proprietor of the Punch & Judy Theatre, has hit upon a plan which, he thinks, will do away with such squabbles. He has decided to place a premium of fifty cents on each end seat in the 12 section of his house. This he believes, will make the supply of side seats equal the demand and will save much wear and tear on the box office man's nerves.

WEIL TO BE ACTIVE.
It pays to marry Eddie Weil. Attractive Dorothy Arthur did it last May and now Mr. Weil is preparing to produce a musical play called "A Bare Idea," with his talented bride in one of the principal roles. What is more, it is rumored he has stellar plans for her which will materialize at no very distant date.

Mr. Weil is now a producer in his own right. He announces that next month he will stage a new play adapted from "La Vieillesse" by Pierre Berton. Also that Arthur Boucher and company will arrive in New York Jan. 15 from London to play "The Green Flag" and two new dramas under his direction. While in Europe recently Mr. Weil acquired the American rights to "Haltazard," "The Young Bride," "Her Side of the House," "Ann" and "Le Mannequin Amoureux." He also brought back much material for the making of films.

REICHER HAS A NEW PLAN.
Emmanuel Reicher, founder of The Modern Stage, is to establish a new enterprise, to be known as the American People's Theatre, designed primarily for the presentation of plays having a strong direct appeal to wage earning theatre-goers at popular prices. The plan will be launched with Hauptmann's "The Weavers" at the Garden Theatre in November. Herr Reicher will lease a theatre, possibly the Garden, for eight months, and in it he will present the Modern Stage plays as well as those under the American People's Theatre arrangement. Fifty cents will be the highest price charged the subscribers to this latter plan. Forty players have been engaged by Herr Reicher to be used in all the productions he supervises. He will act in several of the plays. The season of the Modern Stage will be inaugurated with "When the New Wine Blooms" by Bjornson.

ONLY THEIR HUSBANDS.
Stella Mayhew and her husband, Billie Taylor, live in New Rochelle. Louise Dresser and her ditto, Jack Gardner, are residents of Mount Vernon. There's a traffic policeman in Mount Vernon who sells eggs. Now let us delve into the meat of the narrative.

Miss Dresser approached the policeman the other day. "Are your eggs always fresh?" she asked. "Yes, indeed," he replied. "Let me send you some and see for yourself. I sell to a number of theatrical people. Billie Mayhew, over in New Rochelle, buys off me. I certainly would like to have Jack Gardner and family as customers."

BY WAY OF DIVERSION.
Listen, Maestri, be achin'. Take a horse an' try to smile. I don't like to see you cryin'. It ain't seven men on a side. Yes, I know that Jim has quit you. But it's much better, all show yer grit when troubles hit you. Yer old Daddy's still yer pal.

GOSSIP.
John Junior has left the cast of "33 Washington Square." Randolph Hartley left to-day ahead of Elsie Ferguson. The Strand is to show new and exclusive war pictures weekly. George Mosser says "Our Children" looks very much like a hit. "Broken Orders" is so big it takes four theatres for rehearsals. James Pooton is now William El. Hot's press representative. Edna Walther is to play Salie McBride in the Western "Daddy Long Legs" company. "Young America" will move to the Gaiety Monday. "Hit-the-Trail Holiday" with Fred Hiblo, goes into the Actor the same day. Guido Ciccolini, Grand Opera tenor, has decided to try vaudeville. He will sing at the Palace Oct. 4. Again the opening date for "Just Boys" at the Comedy, has been changed. Now it is Sept. 13. "A Pair of Silk Stockings" will play three weeks at the Booth, beginning Tuesday evening, Sept. 14. Ida Vernon, appearing in "The Road to Happiness," celebrated her seventy-second birthday yesterday. Grosvenor and Laurillard, the English producers, have bought the British rights to "The Blue Paradise." Mrs. Sarah Walsh, mother of Jack Welch, of the Coban and Harris forces, died recently in Fall River, Mass. The World Film Corporation will soon release "Salvation Nell," with Beatriz Michelena in the Mrs. Fiske role. Adele Blood will soon begin re-



'S'MATTER, POP!'

By C. M. Payne



FLOOEY AND AXEL—It Was Unfortunate for Floeey That He Didn't Know Axel Had Sold Out!

By Vic



KITTY KEYS—What an Inconsiderate Hubby!

By Thornton Fisher



TUMBLE TOM—He Jumps Over Jack's Candlestick and Meets the Lady Bug Who Flew Away Home!

By Eleanor Schorer



DICK'S UPHILL ROAD—No. 9—Progress.

THE STORY OF A YOUNG MAN WHO "MADE GOOD" ILLUSTRATED BY WILL B. JOHNSTONE

By Hazen Conklin



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